

CONTRACT

WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Archer Malmo
Attention: Susan Rogers
65 Union Ave
Suite 500
Memphis, TN 38103

<u>Contract / Revision</u> 586608 /		<u>Alt Order #</u>
<u>Product</u> Cohen for Congress		
<u>Contract Dates</u> 11/03/12 - 11/05/12		<u>Estimate #</u> 1561
<u>Advertiser</u> Cohen, Steve/D/Congress		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u> 660	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	METRC	11/05/12	11/05/12	WREG-TV First News @ 4pm	4-5pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$150.00			
2	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00			
3	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 6pm	5-6:30pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$150.00			
E 4	METRC	11/04/12	11/04/12	WREG-TV News 3 @ 5pm	5-6pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 5pm	5-6pm	-----Su	:30		\$200.00	NM		
			See MG 4.2, 4.3									
	2	METRC	11/03/12-11/03/12	News Channel 3 Daybreak	6-9am	-----Sa--	:30		\$100.00	NM		
			Ⓜ MG for 4.1 11/04									
	3	METRC	11/04/12-11/04/12	WREG-TV News 3 Daybreak	6-8am	-----Su	:30		\$100.00	NM		
			Ⓜ MG for 4.1 11/04									
Totals											5	\$850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	5	\$850.00	\$722.50
Totals	5	\$850.00	\$722.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Kirk, Malisa

From: Himes, Jim
Sent: Tuesday, October 30, 2012 1:46 PM
To: Kirk, Malisa
Subject: FW: WREG-Cohen
Please process. Thanks.

James E. Himes, Jr.
General Sales Manager
WREG-TV, WREG.com, NC3A
P) 901-543-2143
F) 901-543-2339
C) 901-415-9143
www.WREG.com

From: Susan Rogers [mailto:srogers@archermalmo.com]
Sent: Tuesday, October 30, 2012 1:37 PM
To: Himes, Jim
Subject: RE: WREG-Cohen

That will be fine. thanks

Susan Rogers
Sr. Media Buyer
~~archer~~>~~malmo~~
65 Union Avenue, Suite 500
Memphis, TN 38103
Phone-901-523-2000 x1224
Fax-901-260-4356
srogers@archermalmo.com

From: Himes, Jim [mailto:Jim.Himes@WREG.com]
Sent: Tuesday, October 30, 2012 1:28 PM
To: Susan Rogers
Subject: WREG-Cohen

Good afternoon Susan,

A spot was ordered Sunday 11/4 5-6pm for \$200. This is N/A due to a CBS double header.

Offer to make good 1x Sat 6-9am and 1x Sunday 6-8am \$100 each.

Let me know if OKAY.

Thanks.

-Jim

James E. Himes, Jr.
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10/30/2012